



WXYZ

# ORDER

Print Date 08/24/12

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Flight Dates **09/17/12-09/23/12**

Contract / Revision      **307998 /**

Original Date / Revision  
08/15/12    08/15/12

Advertiser **Protect MI Vote**

Agency    **Target Enterprises**

Buying Contact

**16501 Ventura Boulevard - Suite #5  
Encino, CA 91436**

Product

**Protect MI Vote No on Gaming Ex**

Agency Com    15%

Billing Contact

**16501 Ventura Boulevard - Suite #5  
Encino, CA 91436**

Sales Office    WXYZN

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **247**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A35+

Rev Codes      POL      POL      ISS Ballot

Product Codes PL

Priority          P-4

Advertiser Ref

Primary Account Executive  
Steve Kopicki

Account Executive	Order%	Start Date	End Date
Steve Kopicki	100%		

Order Share 30%    Market Value 171916

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	70%	120341
WADL	%	0
WDIV	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	75	\$43,838.75	\$51,575.00	0.00
<b>Totals</b>	<b>75</b>	<b>\$43,838.75</b>	<b>\$51,575.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/23/12	75	\$43,838.75	\$51,575.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	09/17/12	09/23/12	5am News M-F 5am News M-F	CM	5-6am M-F	MTWTF--	:30	5	\$300.00	P-4	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--			5			\$300.00		0.00			
N 2	WXYZ	09/17/12	09/23/12	6am News M-F Action News 6am	CM	6-7am M-F	MTWTF--	:30	5	\$600.00	P-4	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--			5			\$600.00		0.00			
N 3	WXYZ	09/17/12	09/23/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	MTWTF--	:30	10	\$600.00	P-4	0.00	NM	10	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			



WXYZ

Print Date: 08/24/12

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Contract / Revision **307998** Flight Dates **09/17/12-09/23/12**

Hiatus Dates

Original Date / Revision 08/15/12/ 08/15/12

Order Sep 00:20:00

Advertiser **Protect MI Vote**Product **Protect MI Vote No on Gami** Estimate # **247**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WXYZ	09/17/12	09/23/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	MTWTF--	:30	10	\$600.00	P-4	0.00 NM	10	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	MTWTF--					10	\$600.00		0.00		
N 4	WXYZ	09/17/12	09/23/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	MTWTF--	:30	5	\$375.00	P-4	0.00 NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	MTWTF--					5	\$375.00		0.00		
N 5	WXYZ	09/17/12	09/23/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	MTWTF--	:30	5	\$325.00	P-4	0.00 NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	MTWTF--					5	\$325.00		0.00		
N 6	WXYZ	09/17/12	09/23/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	MTWTF--	:30	5	\$600.00	P-4	0.00 NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	MTWTF--					5	\$600.00		0.00		
N 7	WXYZ	09/17/12	09/23/12	12p Noon News 12-1230p News	CM	12-1p	MTWTF--	:30	5	\$600.00	P-4	0.00 NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	MTWTF--					5	\$600.00		0.00		
N 8	WXYZ	09/17/12	09/23/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	MTWTF--	:30	5	\$650.00	P-4	0.00 NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	MTWTF--					5	\$650.00		0.00		
N 9	WXYZ	09/17/12	09/23/12	5p News 5-6pm M-F	CM	5-6pm M-F	MTWTF--	:30	5	\$750.00	P-4	0.00 NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	MTWTF--					5	\$750.00		0.00		
N 10	WXYZ	09/17/12	09/23/12	6p News 6-630pm M-F	CM	6-630pm M-F	MTWTF--	:30	5	\$850.00	P-4	0.00 NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	MTWTF--					5	\$850.00		0.00		
N 11	WXYZ	09/17/12	09/23/12	7p News M-F 7-730p	CM	7-730pm M-F	MTWTF--	:30	5	\$800.00	P-4	0.00 NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	MTWTF--					5	\$800.00		0.00		
N 12	WXYZ	09/17/12	09/23/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	MTWTF--	:30	5	\$1,300.00	P-4	0.00 NM	5	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	MTWTF--					5	\$1,300.00		0.00		
N 13	WXYZ	09/17/12	09/23/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	MTWTFSS	:30	5	\$1,500.00	P-4	0.00 NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	MTWTFSS					5	\$1,500.00		0.00		
N 14	WXYZ	09/17/12	09/23/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$250.00	P-4	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	-----S-					1	\$250.00		0.00		
N 15	WXYZ	09/17/12	09/23/12	Action News SAT 8am Action News SAT 8am	CM	SAT 8-10am (8:00 AM-10:00 AM)	-----S-	:30	1	\$275.00	P-4	0.00 NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		



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Contract / Revision     **307998**     Flight Dates **09/17/12-09/23/12**

Hiatus Dates

Original Date / Revision   08/15/12/   08/15/12

Order Sep   00:20:00

Advertiser   **Protect MI Vote**

Product **Protect MI Vote No on Gami** Estimate #   **247**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	WXYZ	09/17/12	09/23/12	Action News SAT 8am Action News SAT 8am	CM	SAT 8-10am (8:00 AM-10:00 AM)	-----S-	:30	1	\$275.00	P-4	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$275.00		0.00			
N 16	WXYZ	09/17/12	09/23/12	Early News Sa 7p (Foll S Sa 7-8p	CM	7pm Sat	-----S-	:30	1	\$800.00	P-4	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$800.00		0.00			
N 17	WXYZ	09/17/12	09/23/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$300.00	P-4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$300.00		0.00			
N 18	WXYZ	09/17/12	09/23/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$700.00	P-4	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$700.00		0.00			
Totals														75	\$51,575.00